Halal Label, Atmosphere Store, and Their Effect on Purchase Decisions (Study on Marugame Udon Restaurant in East Java)

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Abstract

Marugame Udon is a culinary business that guarantees 100% halal of their products. The purpose of this research is to find out the effect of halal labels and store atmosphere against the purchasing decisions on Marugame Udon in East Java.This research is a quantitative study. The sampling technique employed non-probability sampling. The number of samples in this study were 99 respondents. The data were collected through questionnaires and observations. Finally, the data were analyzed with multiple regression and hypothesis testing.The result from the hypothesis f-test wasFcount44,068>Ftable3.09 and significant 0.000a>3.09 It means the halal labels and store atmosphere had a positive and significant effect towards purchasing decisions. Partially, the result of t-test on halal labels showed thattcount3,720 >ttable1.984 and significant 0.001 < 0.05. It indicated halal labels had a positive and significant effect towards purchasing decisions. The result of t-test on store atmosphere showed thattcount5,003 <ttable1.984 and significant 0.000 <0.05. It proved that store atmosphere also had a positive and significant effect towards purchasing decisions.Based on the results of research, it can be concluded that the halal label and store atmosphere positively and significantly affects the purchasing decision at Marugame Udon. It is expected that Marugame Udon maintains the halal production of their products and improve the store atmosphere of the shop to be better.

Keywords: Halal, store atmosphere, purchasing decisions

1. Introduction

Indonesia is the largest Muslim country in the world. The Muslim population in Indonesia is currently increasing. Based on data from Globalreligiusfuture, the population of Indonesia who converted to Islam in 2010 reached 209.12 million people or about 87% of the total population. Then in 2020, the Muslim population in Indonesia is estimated to reach 229.62 million people (databoks.katadata.co.id,2019). Muslims will tend to look for products to be consumed in accordance with religious teachings. In this case the level of consumer religiosity can measure how much effort and commitment a person has to fulfill the regulations that have been set in religion (Febriani, 2018). Someone's understanding and concern about the food that is allowed to be consumed according to Islamic law must be different.

Currently, the guarantee of halalness in a food product is very important in Islam, because it has been widely reported that there are hazardous materials or materials that are actually not suitable for use and mixed in food and beverage ingredients (Djakfar, 2009). "Many people still buy products that will be consumed with the mindset that haram food is only food whose main ingredients use haram ingredients without thinking more broadly that there are other things that can affect the halalness of products such as how to process, additional products used, how to distribute, and how to store can affect the halalness of the product. Therefore, halal labels and certificates are needed which are issued by official government institutions in order to guarantee halalness and product quality (Sumarwan, 2014).

In Indonesia, the institution authorized to implement Halal Certificate is the Indonesian Ulema Council (MUI) which is technically handled by the Institute for the Study of Food, Drugs, and Cosmetics (LPPOM). The MUI Halal Certificate is a written fatwa of the Indonesian Ulema Council which certifies the halalness of a product in accordance with Islamic law. This MUI Halal certification is a requirement to obtain a permit for the inclusion of a halal label on product packaging from an authorized government agency" (MUI, 2014).

The rise of discourse to consume halal products and increase the number of Muslim population has resulted in the tendency of consumers to compete to find halal products. This is indicated by the large number of requests for halal products that already have halal certificates and labels (Aziz and Vui, 2012). Halal food products are the most important thing for Muslims, this kind of thing is one of the considerations for them in buying and consuming them. If the food contains ingredients that are haram, then the food is considered not to be consumed, considering that in this day and age there are many kinds of food that are traded with various textures, flavors and shapes. Therefore, in choosing food products, consumers must be observant in choosing (Febriani, 2018). The development of restaurants in East Java is increasing. The increasing number of restaurants has pushed the level of business competition to become higher. Restaurant businesses must compete to make consumers feel satisfied. This condition causes consumers to have many choices in buying food. So that consumers have the power to choose product quality and product choices. Good service at low prices has become commonplace. Now the restaurant business competition does not only compete with price but involves other factors. So that consumers have the power to choose product quality and product choices. Good service at low prices has become commonplace. Now the restaurant business competition does not only compete with price but involves other factors. So that consumers have the power to choose product quality and product choices. Good service at low prices has become commonplace. Now the restaurant business competition does not only compete with price but involves other factors.

Another factor that becomes a restaurant business competition is the restaurant's atmosphere. Although the atmosphere of the restaurant cannot communicate the product more than the advertisement, the atmosphere of the restaurant can be used as an attraction for consumers to buy the product. Consumer buying interest will influence in consumer purchasing decisions. So that the restaurant business actors in particular must be able to attract the interest of consumers to decide to buy. With the attracting factors, restaurant business consumers will be able to compete with similar business actors. Situations where consumers have feelings of pleasure and emotion will strengthen consumer interest (Dessyana, 2013).

With so many places to eat that can be found on small streets selling regional food, it adds to the competition for small and medium-sized restaurants. In addition to restaurants that sell regional food, there are also many fast food restaurants that are competitors for traditional restaurants. A restaurant is a place or building that is organized commercially, which provides good service to all its guests, both in the form of food and drinks (Marsun, 2009). The atmosphere of the restaurant is a consumer consideration in visiting the restaurant that will be selected. An attractive and comfortable restaurant atmosphere will make consumers interested and will be remembered in the minds of consumers, and can make consumers satisfied. When consumers are satisfied with the atmosphere of the place to eat, consumers will come to buy again. Therefore, the restaurant business tries to make consumers satisfied through the choice of halal products and the atmosphere of the place offered. From the description above, the researcher wants to examine "The Effect of Halal Label and Store Atmosphere on the Purchase Decision of Marugame Udon in East Java)".

2. Theory
2.1 Purchase decision
Purchase decision is a decision as the selection of an action from two or more alternative choices. A consumer who wants to make a choice must have an alternative choice (Schiffman & Kanuk in Dessyana, 2013). Meanwhile, Amirullah in Dessyana (2013) defines purchasing decisions made by consumers as a process in which consumers evaluate various alternative choices, and choose one or more alternatives that are needed based on certain considerations. Setiadi in Nofiawaty and Yuliandi (2014) states that decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them. The result of this integration process is a choice, which is presented cognitively as a behavioral desire. The decision indicators according to Kotler and Lane in An'nisa (2016) are grouped into: 1) Problem Recognition - The buying process begins when the buyer recognizes a problem or need. These needs are triggered by internal or external stimuli. Internal stimulation is one of the general needs of a person to be hungry or thirsty, while external stimulation is a stimulus from the environment, such as a person admiring a neighbor's new car and thinking about the possibility of making a purchase. 2) Information Search Consumers who are aroused by their need will seek more information. So that the main concern of marketers is the sources of information that consumers refer to and the influence of each source on purchasing decisions. 3) Evaluation of Alternatives - The stage where someone collects the information obtained and evaluates alternatives to a product according to needs. 4) Purchase Decision - In purchasing, the consumer can make five sub-decisions: brand (brand A), dealer (dealer

2), quantity (a computer), time (weekends), and payment method (credit card). In a purchase case, for example, in buying sugar, consumers do not think much about the payment method or the supply. 5) Post Purchase Behavior - The stage where consumers have made a purchase and measure their satisfaction with the product. If the product they buy is not in line with expectations, consumers will feel dissatisfied, if it is as expected then they will be very satisfied, if it exceeds what they expected, they are expected to make repeat purchases. Marketing communications must supply beliefs and evaluations that confirm consumer choices and help consumers feel comfortable with them.

In the process of purchasing goods, consumers often have more than two parties involved in the exchange or purchase process. Tjiptono in Dessyana (2013) suggests that there are five roles that a person can play in relation to consumer purchasing decisions, namely: a) The initiator, namely the person who first becomes aware of an unfulfilled desire or need and suggests buying an item or service. b) Influencers, namely people whose views or advice influence purchasing decisions. c) Decision makers (decider), namely people who determine purchasing decisions, for example whether to buy, what to buy, how to buy, or where to buy it. d) Buyers, namely people who make actual purchases.

2.2 Halal Label

The current business development requires every business actor to show the identity of his own product or service, one of which is by putting a label on the product or service. Some definitions of labels are as follows: Swastha in Febriani (2018) A label is part of an item in the form of information (words) about the item or its sale. So, a label is part of the packaging, or is a label that is attached directly to an item. Meanwhile, Tjiptono (2008) states that the label is part of a product that conveys information about the product and the seller. A label can be part of the package, or it can be a label (identifier)   affixed to the product.

Zainal in Febriani (2018) explains that labels have several functions, namely identifying products or brands, indicating product classes, explaining product characteristics such as place of manufacture, date of manufacture, product content, and how to use the product, as well as promoting products through attractive graphics. Kotler in Bulan (2016) states that labels have 3 main functions, namely identifying a product or brand, determining product class, explaining the product, namely who made it, when, where and what it contains. According to Tjiptono (2008:107) the label is part of a product that conveys information about the product and the seller. A label can be part of the package, or it can be a label (identifier)   affixed to the product.

In Islam, halal and haram laws are familiar in everyday life, because everything related to halal or not something has been regulated in the Qur'an and Hadith. Baharuddin (2011:139) states that in principle food and beverage ingredients are halal, except those that are clearly forbidden by Allah SWT and His Messenger. Meanwhile, Erawati in Febriani (2018) explains that halal in the language means it is permitted. Meanwhile, according to Yusuf Qardawi in Febriani (2018), halal is something by which dangerous knots are broken down and Allah allows it to be done. Halal is something that if used does not result in punishment (sin).

The latest definition of halal label according to Burhanuddin (2011) is: "Halal label is a sign that states the halalness of a product in accordance with Islamic law". Meanwhile, according to Konoras (2017) the halal label as interpreted that the word "halal" is writing that is included on the label / marking that provides guarantees about the halalness of the food for followers of the Islamic religion.

The Ministry of Religion of the Republic of Indonesia in Imamuddin (2017) explains that for Muslims themselves, as the majority community or the largest consumers in Indonesia, in consuming or buying food and beverages, it is very important that they are halal and good. The food and drink that will be consumed by Muslims must be guaranteed to be halal and pure. According to Islamic teachings, consuming what is lawful, holy and good is a religious commandment and the law is obligatory.

Burhanuddin (2011) states that there are five indicators that characterize halal labels, namely 1) Registration - Every producer who applies for a halal certificate for their products, must fill out the form provided by attaching a) specifications and halal certificates for raw materials, additives and auxiliary materials as well as a chart. process flow, b) Halal certificate or halal certificate from regional MUI (Indonesian Ulema Council) (local products) or halal certificate from Islamic institutions that have been recognized by MUI (imported products) for materials derived from animals and their derivatives. c) The halal assurance system described in the halal guide along with the standard procedures for its implementation. 2) Product audit - The LPPOM MUI auditor team conducts an inspection/audit to the producer's location after the form and its attachments are returned to LPPOM-MUI and checked for completeness. 3) Evaluation - The results of the examination/audit and laboratory results are evaluated in the LPPOM MUI expert meeting. 4) Ulama's fatwa - The MUI fatwa commission session may reject the audit report if it is deemed not to have fulfilled all the requirements that have been determined. 5) Certification - Halal certificates are issued by the Indonesian Ulema Council after the halal status has been determined by the MUI fatwa commission.

2.3 Store Atmosphere

According to Kotler in Meldarianda and Lisan (2010) states that the atmosphere (store atmosphere) is a planned atmosphere that is in accordance with the target market and which can attract consumers to buy. Store atmosphere affects the emotional state of the buyer that causes or influences the purchase. The emotional state will create two dominant feelings, namely feelings of pleasure and desire.

Sutisna and Pawitra in Meldarianda and Lisan (2010) say store atmosphere is a status of affection and cognition that is understood by consumers in a store, although it may not be fully realized when shopping. A broader definition is explained by Peter and Olson in Meldarianda and Lisan (2010) which explains that the stote atmosphere includes things that are broad in nature such as the availability of air conditioning (AC), store layout, use of paint colors, use of carpet types, color carpets, storage rack materials, shelf forms and others. According to Gilbert in Dessyana (2013) defines: "Store atmosphere is a combination of physically planned messages,

Based on the explanation above, Store atmosphere is a combination of the physical characteristics of the store and the atmosphere such as architecture, layout, lighting, air temperature, aroma, color, music, displays and signs, all of which will work together to create a company image in the minds of customers. Element Store atmosphere according to Berman & Evan in Meldarianda and Lisan (2010) store atmosphere consists of four elements, namely: The first element is Exterior (the outside of the store). The exterior has a strong influence on the image of the store, so it must be planned as well as possible. The combination of these exteriors can make the outside of the store look unique, attractive, stand out and invite people into the store. The exterior consists of: 1) storefront (front of the store) 2) marquee (store nameplate),

The second element is the General Interior (general interior) when consumers are in the store. These elements will affect their perception, so they must be planned and arranged as well as possible. General Interior consists of: 1) flooring (type of floor) 2) color and lighting (color and lighting). 3) scent and sound (aroma and music), 4) store fixture (store equipment), 5) wall textures (wall texture), 6) temperature (air temperature), 7) aisless create (hallway room), 8) dressing facilities (fitting room), 9) vertical transportation (transportation equipment between floors), 10) price levels and display, 11) store personnel (store employees), 12) technology, 13) store cleanliness (cleanliness)

The third element is Store Layout (store layout). Store Layout is a plan for determining the location and arrangement of store equipment, merchandise and store facilities. Store Layout is expected to be a factor that can attract consumers. Store Layout consists of: 1) allocation of floor space, 2) classification of store offerings, 3) determination of a traffic-flow pattern, 4) determination of space needs, 5) mapping out in-store location. 6) arrangement of individual products

The last store atmosphere element is the interior (point of purchase) display which consists of: 1) an assessment display, 2) a theme setting display, 3) an ensemble display, 4) a rack and case display, 5) a cut case and dump bins.

2.4 Relationship between Halal Label, Store Atmosphere and Purchase Decision

2.4.1 Effect of Halal Label on Purchase Decision

Halal labels certainly have an influence on purchasing decisions, especially for consumers with certain criteria, one of which is consumers who always prioritize the halal aspect of every product they consume.

Sumarwan (2014) stated that "Knowledge about halal food or not is very important for the general public, especially Muslims, and greatly influences consumer behavior. Halal or not is a very basic food safety for Muslims. Islamic consumers tend to choose products that have been declared by the authorized institution.

"Muslim consumers will choose and consume halal food. They not only consume food that is physically safe, but also food that is safe in faith, namely halal food. The provisions of halal food in Islam greatly affect all Muslim consumers in determining the food they will consume. Marketers and food producers are very aware of this, so that producers are also known by consumers that their food is halal and in accordance with Islamic sharia provisions. Most consumers certainly do not have the ability to judge whether the food is halal, therefore it is necessary for a government agency to certify to determine the halalness of a food product. That institution is LPPOM-MUI" (Yuswohady, 2015).

From some of the expert opinions above, it can be seen that the halal label has an effect on purchasing decisions. Currently, consumers who pay attention to halal labels continue to increase because halal has become a lifestyle that is inherent in everyday life for Indonesians.

2.4.2 Influence of Store Atmosphere on Purchase Decision

Each store must have a different store atmosphere depending on what products are sold in the store. With a store atmosphere that is different from other stores, it will create a different image in the minds of consumers.

According to Kotler in Foster (2008) "The atmosphere (atmosphere) of every store has a physical layout that makes it easy or difficult to move around in it. Each store has a different appearance whether it is dirty, attractive, grand and gloomy. A store must be able to attract consumers to buy at the store. Meanwhile, Gilbert in Foster (2008) explains that "Store atmosphere is a combination of planned physical messages, store atmosphere

can be described as changes to the purchasing environment planning that produce special emotional effects that can cause consumers to make purchases".

From the above understanding, it can be seen that a good store atmosphere can influence the minds of consumers and encourage consumers to make purchases. Store atmosphere can also be an additional point at the store because consumers will choose a place that can make them comfortable when shopping

3. Research Method

The type of research used is the type of explanatory research (explanatory research) using quantitative research methods. The population used is the number of visitors to Marugame Udon in East Java. The average number of visitors to Marugame Udon is 6,825. This number is used as a population reference for research in May 2021. Then it was found that a sample size of 99 respondents was calculated using the Slovin formula. The sampling technique in this research is purposive sampling method). The criteria for selecting the sample in this study are people who have made a purchase at Marugame Udon in East Java. In this study, primary data was obtained online by giving questionnaires to respondents via Google Form.

The measurement of the Halal Label variable uses indicators from Burhanuddin (2011), the Store atmosphere variable uses indicators from the theory of Berman & Evan in Meldarianda and Lisan (2010), while the purchasing decision variable uses indicators from Kotler (2011). The analytical method used is multiple regression analysis using SPSS tools.

4. Result
4.1 Characteristics of Respondents

Based on the results of the analysis, most of those who have made purchases at Marugame Udon Malang are women as many as 74 people (74.7%) of the total respondents, aged <16-25 years as many as 73 people (73.7%), and most of them consumers who have made a purchase at Marugame Udon Malang are students as many as 61 people (61.6%).

4.2 Instrument Test
4.2.1 Validity test

The basis used for validity is by comparing the calculated correlation index value (rcount) with the critical correlation value/table (rtable) used by the researcher. So, if rcount>rtable, then the statement is valid and if rcount<rtable, then the statement is invalid (sig>0.05)

Table 1. Validity Test Results

Items		rtable	Correlation Coefficient (rcount)	Information
X1.1		0.1975	0.622	Valid
X1.2		0.1975	0.702	Valid
X1.3		0.1975	0.585	Valid
X1.4	Halal Label	0.1975	0.700	Valid
X15		0.1975	0.809	Valid
X 1.6		0.1975	0.749	Valid
X 1.7		0.1975	0.843	Valid
X 1.8		0.1975	0.744	Valid
X 1.9		0.1975	0.830	Valid
X 1.10		0.1975	0.713	Valid
X 2.1		0.1975	0.303	Valid
X 2.2		0.1975	0.286	Valid
X 2.3		0.1975	0.320	Valid
X 2.4		0.1975	0.499	Valid
X 2.5		0.1975	0.411	Valid
X 2.6		0.1975	0.443	Valid
X 2.7		0.1975	0.460	Valid
X 2.8		0.1975	0.487	Valid
X 2.9		0.1975	0.510	Valid
X 2.10		0.1975	0.423	Valid
Y 1.1		0.1975	0.373	Valid
Y 1.2		0.1975	0.397	Valid
Y 1.3		0.1975	0.388	Valid
Y 1.4		0.1975	0.403	Valid

Items		rtable	Correlation Coefficient (rcount)	Information
Y 1.5	Halal Label	0.1975	0.459	Valid
Y 1.6		0.1975	0.465	Valid
Y1.7		0.1975	0.505	Valid
Y 1.8		0.1975	0.382	Valid
Y 1.9		0.1975	0.455	Valid
Y 1.10		0.1975	0.456	Valid
Y 1.11		0.1975	0.585	Valid

The results of the validity test in this study indicate that all of the items used as measuring instruments for halal label variables (X1), store atmosphere (X2) and purchasing decisions (Y) are valid. This can be seen from the calculated r value (preason correlation) which is greater than the r table value of 0.1975.

4.2.2 Reliability Test

The decision-making method in reliability testing usually uses a limit of 0.6. Reliability less than 0.6 is considered sufficient, while 0.7 is said to be reliable and above 0.8 is said to be very reliable.

Table 2. Validity Test Results

Variable	Cronbach's Alpha	Information
Halal Label (X1)	0.903	Very Reliable
Store atmosphere(X2)	0.908	Very Reliable
Purchase Decision (Y)	0.808	Very Reliable

Based on table 2, it shows that all of the items used as a measuring tool for halal label variables, store atmosphere, and purchasing decisions are very reliable. This can be seen if the value of Cronbach's Alpha 0.6 then it can be stated that the items in this study are reliable.

4.3   Classic assumption test
4.3.1 Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. Based on Figure 1, it can be seen that the dots (points) spread around the diagonal line, and spread by following the direction of the diagonal line, although there are some points (points) that are not too close to the diagonal line but still follow the direction of the diagonal line. diagonal line. Thus it can be said that the Linear regression model meets the assumption of normality.
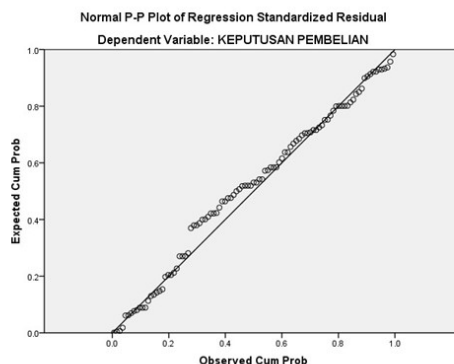

Figure 1. Normality Test Results

4.3.2 Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. If there is a fairly high correlation between independent variables (generally above 0.90). Multicollinearity can also be seen from the tolerance value and its opposite, Variance Inflation Factor (VIF). The cutoff value commonly used to indicate the presence of multicollinearity is the tolerance value 0.10 or the same as VIF 10.

Table 3. Multicollinearity Test Results

Variable	Collinearity Statistics		Information
	Tolerance	VIF	
Halal Label (X1)	0.680	1,471	There is no multicollinearity
Store atmosphere(X2)	0.680	1,471	There is no multicollinearity

Based on table 14, it can be seen that the VIF value for the halal label (X1) is 1.471 and the VIF value for

the store atmosphere (X2) is 1.471. Because the VIF value is below 10, it can be concluded that the regression model does not find any multicollinearity.

4.3.3 Heteroscedasticity Test

How to detect the condition of heteroscedasticity can be done by making a graph of the residual which is accurate as the vertical axis and the independent variable as the horizontal axis.
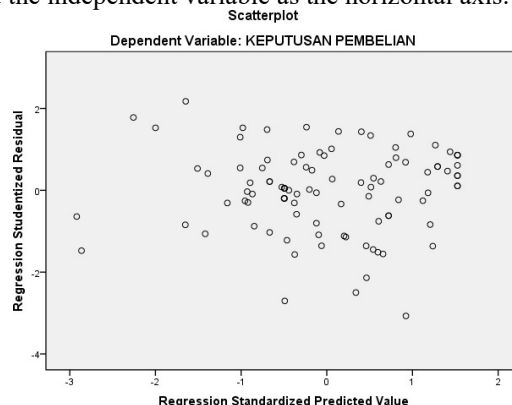

Figure 2. Heteroscedasticity Test Results

Based on the scatterplot graph, it can be seen that the points spread with an unclear pattern above and below the number 0 on the Y axis. It can be said that there is no heteroscedasticity in the regression model, so this model is feasible to use to predict the dependent variable Y (Purchase Decision). based on the input of the independent variables X1 (Halal Label) and X2 (Afternoon Atmosphere).

4.4 Multiple Regression Analysis

Based on the analysis results show, the regression equation can be explained as follows:

$Y = a + b_1X_1 + b_2X_2 + e$

$Y = 12,715 + 0,331X_1 + 0.446X_2$

From the multiple linear regression equation above, it can be explained as follows:

1. a (constant) = 12.715, which means that if the independent variables consisting of the halal label and store atmosphere are ignored or assumed to be zero, then the purchase decision variable (the dependent variable) will have the same value as the constant value, which is 12.715.

2. The regression coefficient value for the halal label variable (X1) is 0.331, which is positive. This means that if the halal label variable increases by one unit and the other independent variable (store atmosphere) is 0 (zero) then the formation of purchasing decisions will increase by 0.331.

3. The value of the regression coefficient of the store atmosphere variable (X2) of 0.446 is positive. This means that if the store atmosphere variable increases by one unit and the other independent variable (halal label) is 0 (zero) then the formation of purchasing decisions will increase by 0.446.

4.5 Coefficient of Determination

Based on the results of processing using the SPSS for Windows program in this study, the results of the coefficient of determination (R2) are as follows:

Table 4. Coefficient of Determination

Model	R	R Square	Adjusted R Square
1	,692a	,479	,468

Based on table 16 above, it can be seen that the value of R^2 (Adjusted R Square) is 0.468 or 46.8%. This shows that the percentage contribution of the influence of the independent variables (halal label and store atmosphere) is 46.8%, in other words the ability of the halal label and store atmosphere variables to explain the purchasing decision variables is 46.8%. While the remaining 53.2% is explained by other variables that are not included in this research model.

4.6 Hypothesis testing
4.6.1 t test
Table 18. Partial Test Results (t Test)

Model	T	Sig.
(Constant)	3,589	,001
Halal label	3,720	,000
Store atmosphere	5,003	,000

1. t value The count for the halal label variable (X1) is 3.720 and has a significance value of 0.001, so it can be said that tcount is 3.720 > ttable 1.984 and a significance value is 0.001 <0.05. This shows that H0 is rejected and Ha is accepted. So the conclusion is that the halal label has a positive and significant effect on the purchasing decision of Marugame Udon.

2. t value The count for the store atmosphere variable (X2) is 5,003 and has a significance value of 0.000, so it can be concluded that tcount 5,003 > ttable 1,984 and a significance value of 0.000 < 0.05. This shows that H0 is rejected and Ha is accepted. So the conclusion is that store atmosphere has a positive and significant effect on the purchasing decision of Marugame Udon.

4.6.2 F Uji test
Based on the results of the F test, obtained Fcount of 44,068 with a significance level of 0.000a. Then the Ftable value of 3.09 has been obtained. Thus, Fcount > Ftable which is 44.068 > 3.09, then H0 is rejected and Ha is accepted, which means that the halal label variable and store atmosphere simultaneously have a positive and significant effect on purchasing decisions.

5. Discussion
Simultaneous Effect of Halal Label and Store atmosphere on Purchase Decisions
Researchers have involved as many as 99 respondents to provide information about the effect of the variable halal label and store atmosphere on purchasing decisions. Based on the results of hypothesis testing that can be seen in the F test table, it is known that Fhitung > Ftabel yaitu 44,068 > 3,09 dan nilai signifikansi < 0,05. Sehingga dapat disimpulkan bahwa variabel label halal dan store atmosphere berpengaruh signifikan secara bersama-sama terhadap keputusan pembelian. Sumbangan pengaruh yang diberikan oleh label halal dan store atmosphere terhadap keputusan pembelian adalah sebesar 46,8%. Hal ini menunjukkan bahwa variasi variabel independen yang digunakan mampu menjelaskan sebesar 46,8% variasi dependen. Sedangkan sisanya sebesar 53,2% dijelaskan oleh variabel lain.

From this study, the halal label theory is supported by the halal label theory by Sumarwan (2014) which states that "Knowledge about halal food or not is very important for the general public, especially Muslims, and greatly influences consumer behavior. Halal or not is a very basic food safety for Muslims. Islamic consumers tend to choose products that have been declared by the authorized institution.

While the store atmosphere theory is supported by Kotler in Foster (2008) which states that "The atmosphere (atmosphere) of each store has a physical layout that makes it easy or difficult to move around in it. Each store has a different appearance whether it is dirty, attractive, grand and gloomy. A store must be able to attract consumers to buy at the store.

Partial Effect of Halal Label on Purchase Decision
Based on the data that has been obtained, it is known for the halal label variable tcount 3.720 > ttable 1.984 and a significance value of 0.001 <0.05. This shows that H0 is rejected and Ha is accepted. The conclusion is that the halal label has a positive and significant effect on the purchasing decision of Marugame Udon.

The results of this study are supported by the theory of Sumarwan (2014) which states that "Knowledge about halal food or not is very important for the general public, especially Muslims, and greatly influences consumer behavior. Halal or not is a very basic food safety for Muslims. Islamic consumers tend to choose products that have been declared by the authorized institution.

From the results of the analysis supported by the theory above, it can be seen that the halal label (X1) has a positive and significant effect on purchasing decisions.

Partial Influence of Store Atmosphere on Purchase Decisions
The results of this study indicate that the store atmosphere variable has a positive and significant effect on purchasing decisions. This is supported by the product quality regression coefficient of 0.446 and the test. partial significance (t test) which resulted in tcount 5,003 > ttable 1,984 and a significance value of 0.000 <0.05. This shows that H0 is rejected and Ha is accepted.

The results of this study are supported by Kotler in Foster (2008) which states that "The atmosphere (atmosphere) of each store has a physical layout that makes it easy or difficult to move around in it. Each store has a different appearance whether it is dirty, attractive, grand and gloomy. A store must be able to attract

consumers to buy at the store."

From the results of the analysis supported by the theory above, it can be seen that the store atmosphere (X2) has a positive and significant effect on purchasing decisions.

6. Conclusion

Based on research that has been conducted at Marugame Udon using the questionnaire method, the results show that the halal label greatly influences consumers, especially Muslim consumers, to make purchasing decisions. The unique, attractive and comfortable store atmosphere also greatly influences consumers to make purchases at Marugame Udon. With a comfortable atmosphere, consumers who make a purchase decision can recommend to family or friends, as well as the consumers themselves can make repeat purchases at a later time. From the results of research that has been done, it can be concluded that the halal label and store atmosphere together influence purchasing decisions at Marugame Udon.There are other objects or variables that affect this assessment so that it is hoped that further research can expand existing objects or variables in order to develop knowledge that has a good impact. Then the suggestions that can be given are:Marugame Udon Malang, it is hoped that Marugame Udon can maintain the halalness of its current products in order to maintain customer trust to make repeat purchases and can improve the store atmosphere in the store so that customers feel more comfortable

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